



MARKET OVERVIEW

- ◆ Canadians and Americans tend to have similar values, lifestyles, attitudes, habits, and customs, and similar preferences for consumer electronics products.
- ◆ According to recent studies, brand name is not the top-purchasing driver for Canadian consumers. Pricing and product features are considered more important.
- ◆ New digital technologies are affecting consumer preferences. Digital home products generated more than CDN \$5 billion (US \$4.25 billion) in revenue in the Canadian retail market in the 12 months ending in March 2005 with MP players up 246%, notebook computers (up 33%) and digital cameras up 25%.
- ◆ Digital TV subscriptions are on the rise, expected to hit 5.1 million by December 2005, 5.9 million by the end of 2006 generating a strong demand for higher-end digital set-up boxes and HDTV and PVR/DVR capabilities.
- ◆ Satellite radios arrived in Canadian stores at the beginning of December 2005. Sales were 30% higher than expected and the demand is expected to grow.
- ◆ The ever-changing consumer electronics sector and the increasing consumer demands for state-of-the-art technologies hold great potential not only for existing industry giants but also for new entrants.

MAJOR CONSUMER ELECTRONICS RETAILERS

The major national retailers of consumer electronics, with the exception of **Canadian Tire**, are American-owned.

Best Buy Canada
Future Shop (subsidiary of Best Buy)
Wal-Mart
The Source by Circuit City
Canadian Tire
Staples/Bureau en Gros
Sears Canada
Office Depot

HOT SELLERS

MP3 Players
Notebook computers
Digital SRL cameras
CRT/HD TV's
HD DVDs
Satellite radios

OTHER INFORMATION RESOURCES

- ◆ Statistics Canada, www.statcan.ca
- ◆ Strategis, <http://strategis.ic.gc.ca>
- ◆ Marketnews Magazine, <http://marketnews.ca>
- ◆ Hub Magazine, <http://www.hubcanada.com>
- ◆ NDP Group, <http://www.npd.com/>
- ◆ The Digital Domain, <http://www.thedigitaldomain.ca>
- ◆ Consumer Electronic Marketers of Canada, <http://www.electrofed.com/councils/CEMC/>

THINK CANADA FIRST!

When you think of exporting, Think Canada First!

For further information on how to explore export opportunities in this market, contact Gina Barile, Consumer Electronics Specialist at the U.S. Commercial Service in Montreal, Ph: 514-908-3650, e-mail: gina.barile@mail.doc.gov
 web site: www.buyusa.gov/canada